

INTERVIEW SUMMARY

The following is a summary of a telephonic interview between Examiner Khan Le and Applicants' representative, Michael L. Day on May 11, 2011. Applicants thank the Examiner for her time and consideration.

Exhibits and/or Demonstrations

None

Identification of Claims Discussed

Claim 1 was discussed

Identification of Cited References Discussed

Walker U.S. Pat. Pub. 2003/027635.

Proposed Amendments

A draft amendment to claim 1 was discussed.

Principal Arguments and Other Matters

Applicants submitted that the references cited by the Office Action fail to render obvious a recommendation of an award be offered by a system user to a first patron, said recommendation resulting from a central server: defining a plurality of profiles associated with a corresponding plurality of profile valuations; assigning a profile to said first patron, by selecting said profile from the plurality of profiles based at least upon portions of each of said historical transaction information pertinent to said first patron, said substantially real-time transaction activity, and said observed preference data; and matching two or more awards to the assigned profile..

Results of Interview

No agreement was reached.